



ListenCLE

LISTENCLE.COM

MOOD-BASED PLAYLISTS MAKING NORTHEAST OHIO MUSIC THE SOUNDTRACK FOR YOUR BUSINESS

Cleveland is more than just the birthplace of rock and roll - this city is brimming with exciting new artists and established favorites! The ListenCLE initiative aims to bring that music to a larger audience, by making it a part of their daily life in the places where they work, play, and shop.

We are excited to work with local businesses in support of Cleveland's incredibly rich and diverse music scene. Our #ListenCLE playlists, available in nine core "moods", each provide 6+ hours of all-local Northeast Ohio music that can be streamed via internet connection. We are constantly adding new music through manual review and placement, to ensure that the playlists never get stale, and stay reliably organized.

Choose the right mood for your customers

Grouping playlists by moods and feelings, rather than by genre or physical location, builds an audio experience that challenges traditional music categories and allows listeners to truly discover new music. It also allows you to select a mood that best fits your customer experience. Playlists include: **Chill, Feel Good, Energy Boost, Misery Loves Company, Rock Out, Acoustic Cuts, Night Driving, and Groove.**

In addition to curating these playlists, ListenCLE provides in-store signage and other marketing materials to your business to help spread the word about the importance of listening local. We also add participating businesses to our website as program partners to show our thanks for letting local music into your establishment, and cross-promote streaming partners via social media..

Keeping it Local AND Legal

All our playlists are created in Spotify, which means they are available for import into **Soundtrack Your Brand**, the streaming service previously known as Spotify for Business. We recommend using Soundtrack Your Brand because the service handles all fees to Performer's Rights Organizations such as BMI, ASCAP, and SESAC, protecting your business from being fined for playing music without proper licenses.

A subscription to Soundtrack Your Brand costs \$50 monthly, over half of which goes directly back to CLE artists

- Average length of a song is 4 minutes - based on the "Groove" playlist.
- Average royalties paid for Spotify is \$0.004/stream
- Soundtrack Your Brand pays 36% more in royalties per stream than Spotify
- Streaming 12 hours a day, 6 days a week is approximately 4,680 streams per month
- Royalty payout for 4,680 streams from Soundtrack Your Brand is **\$25.17/month of royalties paid to local musicians**

learn more at
WWW.LISTENCLE.COM